

# CONTRACT



**WUAB**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**New Media Firm, The**  
**1322 G Street SE**  
**Washington, DC 20003**

<u>Contract / Revision</u> 822099 /		<u>Alt Order #</u> 06321480
<u>Product</u> <b>NEA FUND 4 CHILD</b>		
<u>Contract Dates</u> <b>09/19/12 - 09/25/12</b>	<u>Estimate #</u> <b>1640</b>	
<u>Advertiser</u> <b>NEA Fund for Children &amp; Public Education</b>		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WUAB</b>	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 382	<u>Product Code</u> 402
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WUAB	09/21/12	09/21/12	M-F 11a-12p	11a-12p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$350.00			
N 2	WUAB	09/21/12	09/21/12	M-F 12-1p	12-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$300.00			
N 3	WUAB	09/21/12	09/21/12	M-F 2-3p	2-3p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$300.00			
N 4	WUAB	09/21/12	09/21/12	M-F 3-4p	3-4p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$325.00			
N 5	WUAB	09/21/12	09/21/12	M-F 4-5p	4-5p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$450.00			
N 6	WUAB	09/21/12	09/21/12	M-F 6-630p	6-630p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$400.00			
N 7	WUAB	09/21/12	09/21/12	M-F 19 Action News at 7a	7-8a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$100.00			
N 8	WUAB	09/21/12	09/21/12	Fri Prime	8-10p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$400.00			
N 9	WUAB	09/24/12	09/24/12	M-F 11a-12p	11a-12p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$350.00			
N 10	WUAB	09/24/12	09/24/12	M-F 12-1p	12-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$300.00			
N 11	WUAB	09/24/12	09/24/12	M-F 2-3p	2-3p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**WUAB**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 822099 /		<u>Alt Order #</u> 06321480
<u>Contract Dates</u> <b>09/19/12 - 09/25/12</b>	<u>Product</u> NEA FUND 4 CHILD	<u>Estimate #</u> <b>1640</b>
<u>Advertiser</u> <b>NEA Fund for Children &amp;</b>		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$300.00			
N 12	WUAB	09/24/12	09/24/12	M-F 3-4p	3-4p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$325.00			
N 13	WUAB	09/24/12	09/24/12	M-F 4-5p	4-5p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$450.00			
N 14	WUAB	09/24/12	09/24/12	M-F 5-6p	5-6p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$425.00			
N 15	WUAB	09/24/12	09/24/12	M-F 7-730p	7-730p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$675.00			
N 16	WUAB	09/24/12	09/24/12	M-F 19 Action News at 7a	7-8a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$100.00			
N 17	WUAB	09/24/12	09/24/12	Mon Prime	8-10p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$450.00			
N 18	WUAB	09/22/12	09/22/12	Action News at 10p	10-11p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$650.00			
N 19	WUAB	09/22/12	09/22/12	Sa 12-1a	12-1a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$150.00			
N 20	WUAB	09/22/12	09/22/12	Sa 730-8p	730-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$500.00			
N 21	WUAB	09/23/12	09/23/12	Su 5-6p	5-6p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$175.00			
N 22	WUAB	09/23/12	09/23/12	Sun Prime	8-10p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$450.00			
N 23	WUAB	09/20/12	09/20/12	M-F 1-2p	1-2p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$300.00			
N 24	WUAB	09/20/12	09/20/12	M-F 11a-12p	11a-12p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$350.00			
N 25	WUAB	09/20/12	09/20/12	M-F 12-1p	12-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$300.00			
N 26	WUAB	09/20/12	09/20/12	M-F 2-3p	2-3p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$300.00			
N 27	WUAB	09/20/12	09/20/12	M-F 3-4p	3-4p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$325.00			

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<u>Advertiser</u> <b>NEA Fund for Children &amp;</b>		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
N 28	WUAB	09/20/12	09/20/12	Maury Povich	4-5p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--- 1---				1	\$450.00			
N 29	WUAB	09/20/12	09/20/12	M-F 630-7p	630-7p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--- 1---				1	\$425.00			
N 30	WUAB	09/20/12	09/20/12	M-F 19 Action News at 7a	7-8a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--- 1---				1	\$100.00			
N 31	WUAB	09/20/12	09/20/12	Thu Prime	8-10p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--- 1---				1	\$400.00			
N 32	WUAB	09/25/12	09/25/12	M-F 1-2p	1-2p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- 1-----				1	\$300.00			
N 33	WUAB	09/25/12	09/25/12	M-F 11a-12p	11a-12p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- 1-----				1	\$350.00			
N 34	WUAB	09/25/12	09/25/12	M-F 12-1p	12-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- 1-----				1	\$300.00			
N 35	WUAB	09/25/12	09/25/12	M-F 2-3p	2-3p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- 1-----				1	\$300.00			
N 36	WUAB	09/25/12	09/25/12	M-F 3-4p	3-4p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- 1-----				1	\$325.00			
N 37	WUAB	09/25/12	09/25/12	M-F 4-5p	4-5p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- 1-----				1	\$450.00			
N 38	WUAB	09/25/12	09/25/12	M-F 5-6p	5-6p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- 1-----				1	\$425.00			
N 39	WUAB	09/25/12	09/25/12	M-F 7-730p	7-730p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- 1-----				1	\$675.00			
N 40	WUAB	09/25/12	09/25/12	M-F 19 Action News at 7a	7-8a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	- 1-----				1	\$100.00			
N 41	WUAB	09/19/12	09/19/12	Late News M-F	10-11p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-- 1----				1	\$650.00			
N 42	WUAB	09/19/12	09/19/12	M-F 11a-12p	11a-12p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-- 1----				1	\$350.00			
N 43	WUAB	09/19/12	09/19/12	M-F 12-1p	12-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-- 1----				1	\$300.00			
N 44	WUAB	09/19/12	09/19/12	M-F 2-3p	2-3p		:30			NM	1	\$300.00

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<u>Contract Dates</u> <b>09/19/12 - 09/25/12</b>	<u>Product</u> NEA FUND 4 CHILD	<u>Estimate #</u> <b>1640</b>
<u>Advertiser</u> <b>NEA Fund for Children &amp;</b>		<u>Original Date / Revision</u> 09/18/12 / 09/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-- 1----				1	\$300.00			
N 45	WUAB	09/19/12	09/19/12	M-F 3-4p	3-4p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-- 1----				1	\$325.00			
N 46	WUAB	09/19/12	09/19/12	M-F 4-5p	4-5p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-- 1----				1	\$450.00			
N 47	WUAB	09/19/12	09/19/12	M-F 6-630p	6-630p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-- 1----				1	\$400.00			
N 48	WUAB	09/19/12	09/19/12	M-F 19 Action News at 7a	7-8a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-- 1----				1	\$100.00			
Totals											48	\$16,975.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	48	\$16,975.00	\$14,428.75
<b>Totals</b>	<b>48</b>	<b>\$16,975.00</b>	<b>\$14,428.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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